

SONY



The Return of the Optical Disc

Why Optical storage is ideal for long-term professional data storage

With the advent of digital downloads and Internet streaming, the popularity of optical media as a consumer storage format has waned and sales of CDs, DVDs and Blu-ray continue to fall.

When it comes to long-term professional archives, however, broadcasters, and other media companies with large archives, are increasingly turning to optical media for warm, cold and frozen data storage.

The reasons are simple. Optical has many advantages over alternatives types of long-term storage including tape, hard disk and even the cloud.

Permanence is one. Put a CD, DVD or Blu-ray disc into an appropriate player and, regardless of its age, it will work. This alone gives it an advantage over hard disk drives which, according to research* have a median lifespan of six years.



Optical Disc Archive



pro.sony.eu/ODA

The discs are highly durable too. They can be stored in almost any environment and they allow inter-generational compatibility between different formats. This ensures that data can continue to be read as formats evolve. Because optical media uses lasers and has no moving parts, it is also unlikely to break. The same cannot be said of tape.

Optical discs are cheap and have very low error rates. There is also a lot of confidence gained from having valuable content in a physical form that is visible and nearby.

The question of capacity, speed and scalability has been answered too thanks to the introduction of the Archival Disc (AD), jointly developed by Sony and Panasonic.

The second-generation write-once optical disc cartridges hold 3.3TB and will work for guaranteed 100 years. Highly scalable, they can be used within a single drive or as part of an enterprise data centre.

In addition, in some scenarios, a single piece of optical media can be used throughout the production chain and into long-term archive.

Of course, the disc is just part of the archive. Sony has systems that can be integrated into a broadcast or news workflow so that the optical media becomes a central part of a media operation.

With the Sony Optical Disc Archive (ODA) system, users benefit from the reliability of optical discs to store data safely and securely, while keeping archiving costs low.

ODA is available in various forms from a single standalone USB drive that appears just like a HDD on a computer right up to a library option that can handle 1.7 petabytes.

Simple to operate, reliable and allowing random access to content, it can be used for both long-term deep archive and for near-online archive.

For bigger archives and libraries the AD also works with the Everspan Library System which groups bare discs together in order to provide a capacity of 784 petabytes.

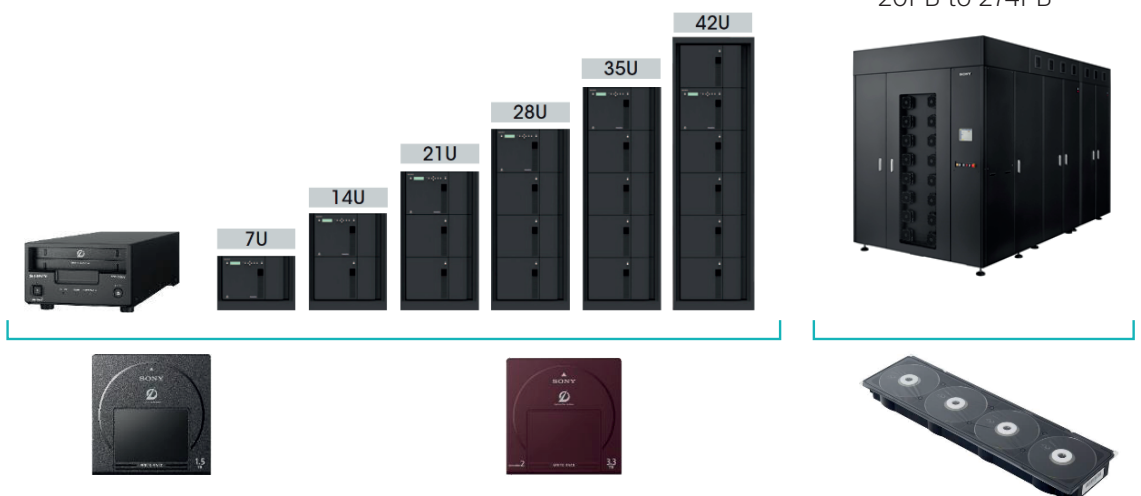
Thanks to their reliability and robust construction, CDs and DVDs have been around since the 1980s and, regardless of their popularity, will continue to work long into the future.

By committing a media archive to optical discs, broadcasters and other large media companies can guarantee that their data will too.

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